

## CLAIMS

What is claimed is:

1. A method for deterring theft in a retail environment comprising the steps of:  
scanning one or more products selected by consumer for purchase for a transaction in a retail  
environment via a consumer operable scanning device,  
communicating scanned information from said scanned one or more products with a database  
5 having product identification information associated with said scanned information in  
relation to each of said one or more scanned products,  
receiving said product identification information from said communication to said consumer via  
a notification means identifying a scanned product comprising an electronic tag which emits  
an electronic signal when activated, wherein said notification means informs said consumer  
10 to place said scanned product comprising an electronic tag into a predetermined location  
within said cart,  
placing each identified scanned product comprising an electronic tag at a deactivation point, and  
scanning each identified scanned product comprising an electronic tag,  
assessing whether each scanned product comprising an electronic tag was scanned by  
15 consumer via said scanning device,  
deactivating each activated electronic tag of each identified scanned product comprising an  
electronic tag,  
updating said transaction to calculate a total purchase amount, and  
monitoring said consumer following completion of said transaction for alarm  
20 notification of a product comprising an activated electronic tag.
2. The method of claim 1 wherein one or more products comprises an electronic tag that is fixedly secured  
to said one or more products.
- 25 3. The method of claim 2 wherein said one or more products includes an electronic tag that is fixedly

secured to said one or more by products by a retailer.

4. The method of claim 2 wherein said one or more tagged products includes an electronic tag that is  
fixedly secured to said one or more tagged by products by a manufacturer of one of said one or more  
tagged products.

5. The method of claim 2 wherein said an electronic tag is an Electronic Article Surveillance (EAS) tag.

6. The method of claim 2 wherein said electronic tag is deactivated upon application to said one or more  
tagged products and may be activated at said retail environment.

7. The method of claim 1, further comprising the step of signaling an alarm to indicate said consumer  
possesses at least one product having an active electronic tag.

8. The method of claim 1, further comprising directing the consumer to place products having an  
electronic at a predetermined location at checkout.

9. The method of claim 1, further comprising the step of instructing said consumer to place scanned and  
deactivated products at a predetermined location in said cart.

10. The method of claim 1, comprising the steps of :

calculating a rolling transaction total during consumer's shopping wherein each item scanned by  
consumer is added to said rolling total displayed to consumer,

comparing identified scanned products comprising an electronic tag with said scanned one or more  
products and adjusting said rolling transaction total in response thereto, and

signaling an alarm in an event that said consumer possesses at least one product having an active  
electronic tag that was not deactivated in the deactivation step.

11. The method of claim 1, wherein said notification means is a personal display visible to said consumer.

12. The method of claim 1, wherein said scanning device is a portable personal shopper device.

13. The method of claim 12, wherein said personal shopper device comprises a processor, a memory, a display, and an electronic communication means for communication with said server wherein said device is affixed to said cart

14. The method of claim 12, wherein said personal shopper device comprises a processor, a memory, a display, and product identification information resident in said memory.

15. A system for deterring theft in a retail environment comprising:

a retail system having at least one checkout station and a POS consisting of a scanner and a terminal comprising a till, a display, a printer, a card reader, an alarm notification means, and electronic tag deactivation sensor,

a portable shopper device comprising a processor, a display, a scanner and a memory, operable by a consumer,

a cart having a main area and a predetermined area for scanned products having an electronic tag, and

a database capable of electronic communication with said POS and said shopper device, containing product identification information for at least one scanned product,

wherein scanned product information obtained from said scanner of said shopper device is electronically transmitted to said database and a response from said database is electronically transmitted to said shopper device for display, and a directive response is displayed in relation to a presence of an electronic tag on said scanned product as determined from said product identification information from said database so as to direct placement of said scanned product at a predetermined location in said cart, and

wherein said POS compares a first list of product having an electronic tag with product presented at checkout for scanning and deactivation, and generates a second list identifying product not presented for

scanning and deactivation at checkout. .

16. The system of claim 15, wherein said database is resident in said memory of said shopper device.

5      17. The system of claim 16, wherein said shopper device is a portable device having a display viewable by said consumer.

18. The system of claim 16, wherein said shopper device further calculates a running total of each scanned product scanned by a consumer.

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19. The system of claim 16, wherein said alarm notification means transmits an audible signal upon a detection of one or more products having an activated electronic tag that was not deactivated by said deactivation sensor.

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20. A system for deterring theft in a retail environment comprising:

a retail system having two or more checkout stations, each station comprising a POS having a scanning means, a display, a printer, a card reader, an alarm notification means, and electronic tag deactivation means,

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a portable shopper device comprising a processor, a wireless communication means, a display, a scanner and a memory

a cart having a main area and a predetermined area for scanned products having an electronic tag, and

a database capable of electronic communication with said POS and said shopper device, containing product identification information for at least one scanned product,

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wherein said system is operable to

scan one or more products selected by consumer for purchase for a transaction in a retail environment via a scanning device operable by said consumer,

communicate scanned information from said scanned one or more products with a database

having product identification information associated with said scanned information in relation to each of said one or more scanned products,  
receive said product identification information from said communication to said consumer via a notification means identifying a scanned product comprising an electronic tag which emits  
5 an electronic signal when activated, wherein said notification means informs said consumer to place said scanned product comprising an electronic tag into a predetermined location within said cart,  
place each identified scanned product comprising an electronic tag at a deactivation point, and scan at a checkout station each identified scanned product comprising an electronic tag,  
10 determine whether each scanned product comprising an electronic tag was previously scanned by said scanning device,  
deactivate each activated electronic tag of each identified scanned product comprising an electronic tag,  
update said transaction to calculate a total purchase amount, and  
15 monitor said consumer following completion of said transaction for alarm notification of a product comprising an activated electronic tag.